

AMENDMENTS TO THE CLAIMS

1. (CURRENTLY AMENDED) A method for redirecting a user from a second Web site to a first Web site, comprising the steps of:

5 (1) providing, by the second Web site, a URL offering a product or service to the user, said URL specifying a program on the second Web site;

 (2) reading, by said program, a ~~cookie~~ block of data located in the user's computer in response to the user
10 activating said URL;

 (3) providing a positive ~~determination~~ indication when an inquiry by said program, ~~from~~ to said ~~cookie~~ block of data ~~as to whether the~~ determines that the user already possesses said product or service ~~is true~~;

15 (4) redirecting, by said program, the user to the first Web site when the ~~determination~~ indication of step (3) is positive ~~determination~~, wherein the first Web site is specified by said ~~cookie~~ block of data; and

 (5) offering, by the second Web site, to supply said
20 product or service to the user when the ~~determination~~ indication of step (3) is ~~negative~~ not positive;

 whereby the user who already possesses said product or service will not receive duplicate offers to supply said product or service from multiple Web sites.

2. (ORIGINAL) The method of claim 1, wherein said providing of step (1) comprises at least one of the following steps of:

5 sending an e-mail including a link to said URL to the user;

providing a Web page including a link to said URL to the user; and

providing a computer program including a link to said URL to the user.

10 3. (ORIGINAL) The method of claim 2, wherein said activating of step (2) comprises at least one of the steps of:

clicking a link to said URL on a Web page;

clicking a link to said URL in an e-mail; and

15 executing a computer program that activates a link to said URL.

4. (CURRENTLY AMENDED) The method of claim 1, further comprising a step of:

20 placing, by the first Web site, said ~~cookie~~ block of data on the user's computer in response to the user registering with the first Web site for said product or service, said ~~cookie~~ block of data including the URL of the first Web site.

5. (ORIGINAL) The method of claim 1, wherein said program is a server side program.

6. (ORIGINAL) The method of claim 5, wherein said program is at least one of the following:

- 5 a CGI script;
- a Java servlet;
- a PHP script; and
- a Perl script.

7. (ORIGINAL) The method of claim 1, wherein said program
10 is a client side program that is downloaded from the second Web site.

8. (ORIGINAL) The method of claim 7, wherein said program is at least one of the following:

- a Java applet;
- 15 a Java script; and
- an Active X control.

9. (CURRENTLY AMENDED) A system for re-directing a user from a second Web site to a first Web site, comprising:

means for providing, in the second Web site, a URL
20 offering a product or service to the user, said URL specifying a program on the second Web site;

means for reading, in said program, a ~~cookie~~ block of data located on the user's computer in response to the user activating said URL;

means for redirecting, in said program, the user to the first Web site when the result of said ~~determining~~ indication means is positive ~~determination~~, wherein the first Web site is specified by said ~~cookie~~ block of data;

5 and

means for offering, in the second Web site, to supply said product or service to the user when the result of said ~~determining~~ indication means is ~~negative~~ not positive;

whereby the user who already possesses said product or
10 service will not receive duplicate offers to supply said product or service from multiple Web sites.

10. (CURRENTLY AMENDED) The system of claim 9, wherein said providing means comprises at least one of:

means for sending an e-mail including a link to said
15 URL to the user;

means for providing a Web page including a link to said URL to the user; and

means for providing a computer program including a link to said URL to the user.

20 11. (ORIGINAL) The system of claim 10, wherein said activating of said URL comprises at least one of:

clicking a link to said URL on a Web page;

clicking a link to said URL in an-email; and

executing a computer program that activates a link to said URL.

12. (CURRENTLY AMENDED) The system of claim 9, further comprising:

5 means for placing, in the first Web site, said ~~cookie~~ block of data on the user's computer in response to the user registering with the first Web site for said product or service, said ~~cookie~~ block of data including the URL of the first Web site.

10 13. (ORIGINAL) The system of claim 9, wherein said program is a server side program.

14. (ORIGINAL) The system of claim 13, wherein said program is at least one of the following:

a CGI script;
15 a Java servlet;
a PHP script; and
a Perl script.

15. (ORIGINAL) The system of claim 9, wherein said program is a client side program that is downloaded from the second
20 Web site.

16. (ORIGINAL) The system of claim 15, wherein said program is at least one of the following:

a Java applet;
a Java script; and

an Active X control.

17. (CURRENTLY AMENDED) A computer program product comprising a computer usable medium having control logic stored therein for causing a computer to re-direct a user
5 from a second Web site to a first Web site, said control logic comprising:

first computer readable program code means for causing the computer to provide a URL offering a product or service to the user;

10 second computer readable program code means for causing the computer to read a ~~cookie~~ block of data located on the user's computer in response to the user activating said URL;

third computer readable program code means for causing
15 the computer to provide a positive ~~determination~~ indication in response to an inquiry ~~from~~ to said ~~cookie~~ block of data as to whether the user already possesses said product or service ~~is true~~ when the user does already possess said product or service;

20 fourth computer readable program code means for causing the computer to redirect the user to the first Web site when the result of said third means is a positive determination indication, wherein the first Web site is specified by said ~~cookie~~ block of data; and

fifth computer readable program code means for causing the computer to offer to supply said product or service to the user when the result of said third means is ~~negative~~ not a positive indication;

5 whereby the user who already possesses said product or service will not receive duplicate offers to supply said product or service from multiple Web sites.

18. (ORIGINAL) The computer program of claim 17, wherein said first means comprises at least one of:

10 computer readable program code means for causing the computer to send an e-mail including a link to said URL to the user;

 computer readable program code means for causing the computer to provide a Web page including a link to said URL
15 to the user; and

 computer readable code means for causing the computer to provide a computer program including a link to said URL to the user.